

144-93-48

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AUG 25 1995

From: Dennis C. Bentley <74221.635@compuserve.com>  
To: Reed Hundt <kidstv@fcc.gov>  
Date: 8/24/95 8:48pm  
Subject: WGR speech (cspan)

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

This is not a "Go for it"

Who exactly will determine what programming qualifies as educational?

Will mandated time be fulfilled by an orange muppet explaining evolution in song? I assume the FCC is prepared to make value judgements on what my kids

"should" be learning. Will the FCC monitor all shows to insure they are by it's definition educational ?

Mr Hundt, you said my kids "should be in bed by 10 pm", was that EST or

CST ?

I thank you for your advice though, maybe you could tell me what I should do if my 6 year old gets cranky. What "should" I feed him for breakfast? I am obviously in your opinion unable to control his bedtime or tv viewing habits, maybe you could help me with his light switch. I can never remember which is off, up or down. Gee, I wish I weren't so stupid.... Can I watch TV now ?

You want sponsors for educational TV programs, what about RJ reynolds, or Phillip Morris... I bet they would spend a bunch...

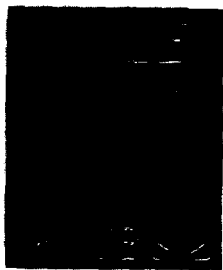
Oh that's right, they can't advertise on TV... how about McDonalds...

Then I could take my kids out for some of that nutrition they just learned about....

Mr Hundt, allocate frequencies, shut down pirates, Standardize 625mb ATM (SONET) on the neanderthal telephone exchanges, this is what we have you techno wizards in D.C. for, As for morality and education, thanks but no thanks....

Build the road, patch the potholes, but don't tell me where to go.

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FCC MAIL ROOM

August 24, 1995

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101 LEE STREET  
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In the Matter of )  
Children's Programming )

MM Docket No. 93-48

JOE MACIONE, JR.  
EXECUTIVE VP/  
GENERAL MANAGER

Secretary  
Federal Communications Commission  
1919 M Street, NW  
Washington, DC 20554

TO WHOM IT MAY CONCERN:

*Free speech and free enterprise are both bed rock principles of this country. Children's programming quotas are counter to these fundamental American foundational stones, so I beg you to please drop any consideration of any type of Government imposed programming.*

*For American broadcasters to remain able to serve their local communities, most decisions have to make economic sense. During the last decade, partially due to the proliferation of additional video channels, most local broadcasters have drifted toward filling niches that make economic sense. Children's programming is one of those niches that now is not scattered on all stations, but appear primarily on one or two stations in each market, and in abundance. This not only makes economic sense, but it makes it much easier to locate by our children.*

*During this last decade WCYB has drifted toward news, talk and information for local programming---that seems to be our niche. But during this same period we have attempted to comply with the FCC's push for more educational children's programming by inserting daily in our newscasts a locally produced segment aimed at children that we call "Kids News." We, also, air, each Saturday morning, a 30 minute syndicated show entitled "News For Kids." This is in addition to the children's programming furnished to us by our network, NBC.*

*As one individual station we can assure the FCC that we understand the intent of the current rules concerning educational and informational children's programming and that we are presently accomplishing the intent of these rulings, even though it is somewhat to our economic detriment. The "Kids News" segments shown in our newscasts reach many more*

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*children than could ever be reached by full length programs, since we are not thought of as the children's program station or niche, so, to quantify a requirement would actually decrease our effectiveness.*

*In summary, I believe in the principles that have prospered this country---- free speech and free enterprise----the present rules are somewhat counter productive to these principles and the proposed rules will be extremely counter productive to these two principles that have been proven by use for over 200 years!*

*Please drop any consideration of numerical quotas for children's programming.*

*Sincerely,*



*Joe Macione, Jr.  
Executive Vice President/General Manager*

*JM:jb*

*C: Chairman Reed Hundt  
Commissioner James Quello  
Commissioner Andrew Barrett  
Commissioner Susan Ness  
Commissioner Rachelle Chong*